

Selling the Fuel-Efficient Tire A Roundtable for Retailers and Consumers

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*Putah Creek Lodge
University of California, Davis*

Participants

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Dan	Beach	Tire Alliance Group
Ray	Compton	Les Schwab Tire-Oregon
Janice	Consolacion	Goodyear Tire & Rubber Company
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Ejnar	Fink	California Tire Dealer's Assn, North America
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Sim	Ford	Goodyear Tire & Rubber Company
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Simon	Mui	Natural Resources Defense Council
Tracey	Norberg	Rubber Manufacturers Assn
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Eugene	Petersen	Consumer Reports
John	Rastetter	The Tire Rack
Dave	Redfern	Astound
John	Sheerin	Bridgestone/Firestone Retail & Commercial Operations, LLC
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